

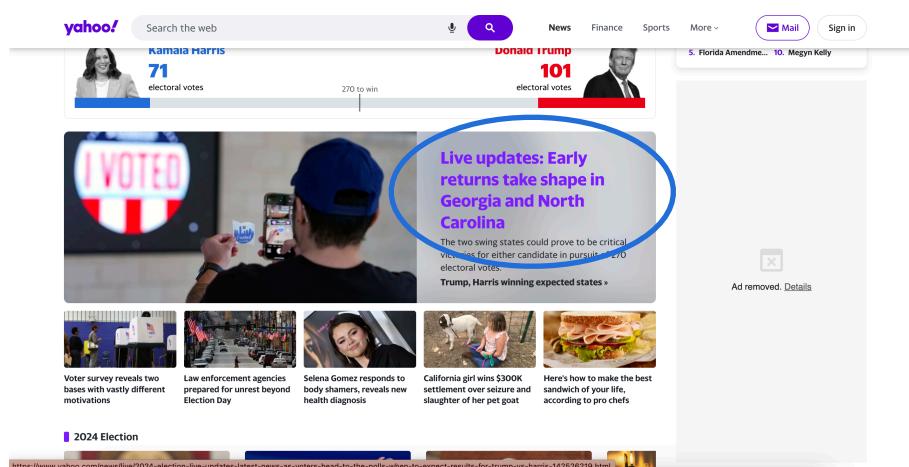
Website: Yahoo!

Positive:

1. H1: Visibility of system status

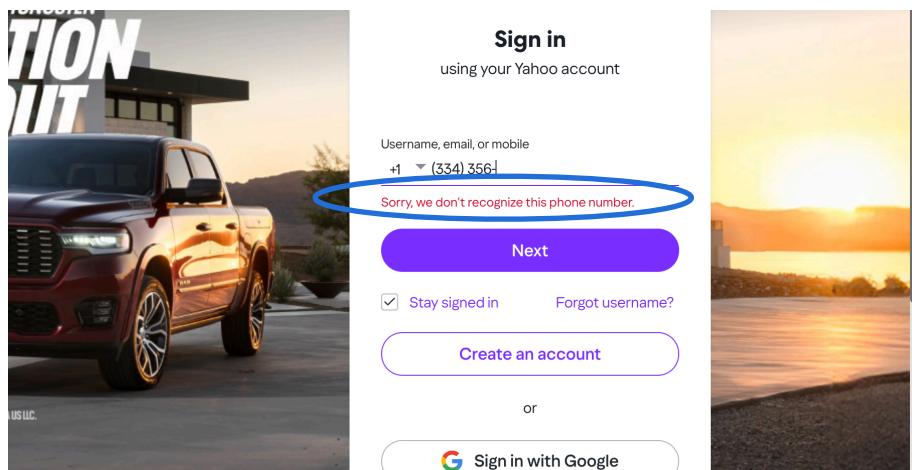
1. Description: when users move their mouse to every nav, such as certain articles, the text (caption of article) will either turn from black to purple or underline.
2. Why it's good: It present feedback to the user so that the user is sure they are clicking something that can be jump to another page. The user will have higher understanding to their status right now. Eliminating confusions.

3.



2. H5: Error prevention

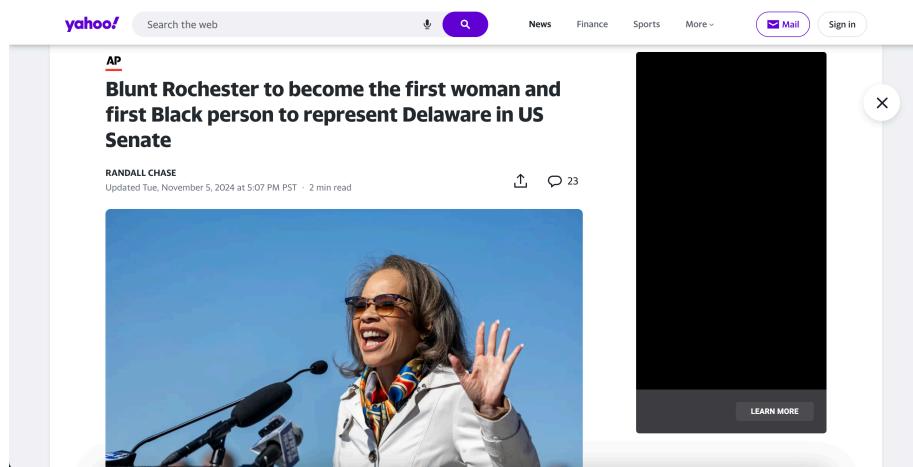
1. Description: When enters an invalid phone number, the red text will pop up under the phone number enter space “Sorry we don’t recognize the phone number”.
2. Why it’s good: It prevents users mistakes if they accidentally miss a number in their phone number, so they are not able to sign in for no reason.



### 3. H4: Consistency and standards

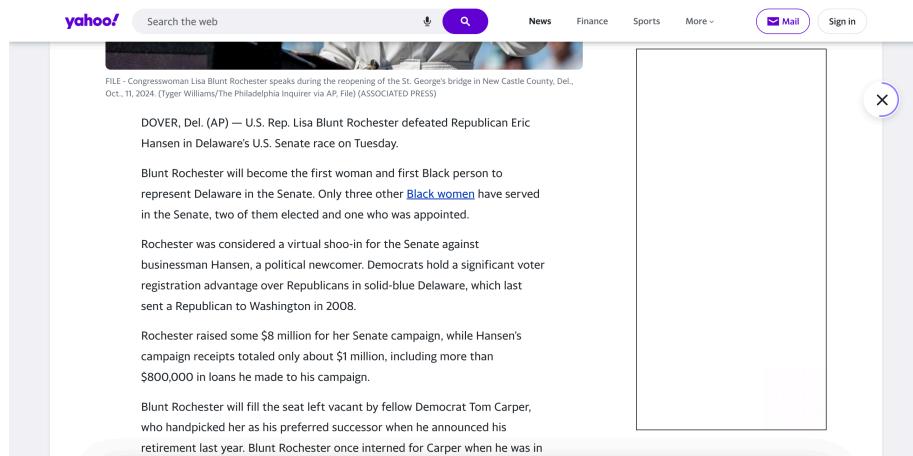
1. Description: In the article page of Yahoo, there is bold big text for article heading, under it is smaller text for author's name, and under that is a shallower grey and smaller text of uploaded date and time. Beside these information there is the share button and comment button. Under them is pictures and the article content. It is a common formatting for News or articles website to be designed like this.
2. Why it's good: The design aligns with other articles and News websites in the rest of the world. Using the website as users expected will help user's understanding on how to use the website and prevent confusions.

3.



### 4. H7: Flexibility and efficiency of use

1. Description: There is a blue underline phrase or text in the article. It shows a navigation to other articles related to that word.
2. Why it's good: This saves a lot of time for users if users are interested in similar topics. Instead of clicking out of the article and reach the search engine, users can simply just click the blue underline phrase to see more information.



## 5. H2: Match between system and real world

1. Description: At the homepage, it shows content about the president election. The map of state supporting which sides.
2. Why it's good: Because most users of Yahoo are Americans, and Americans pay attention to this topic, the match with the real world enhance user's interest to the website. This brings benefits to the website itself.
- 3.

The screenshot shows the Yahoo homepage with a focus on the 2024 Presidential Election. At the top, there are several news headlines: "How men and women are voting in key swing states" (ABC News), "GOP's Justice picks up retiring Manchin's Senate seat in W.Va." (USA TODAY), "Blunt Rochester becomes Delaware's 1st female senator" (Associated Press), and "GOP Rep. wins reelect" (The Hill). Below these is a "RACE CALLS" section for President, dated Nov. 5, 2024. It lists three states with their results: Nebraska (Trump - GOP), Texas (Trump - GOP), and Ohio (Trump - GOP). To the left of the main content is a map of the United States with a legend for "LEAD/WIN" showing red for Trump and blue for Harris. On the right side, there is a "Mahjongg Candy" game advertisement and a "Daily Horoscope" for Scorpio. At the bottom, there is a news snippet about Ukrainian troops engaging with North Korean units.

Negative:

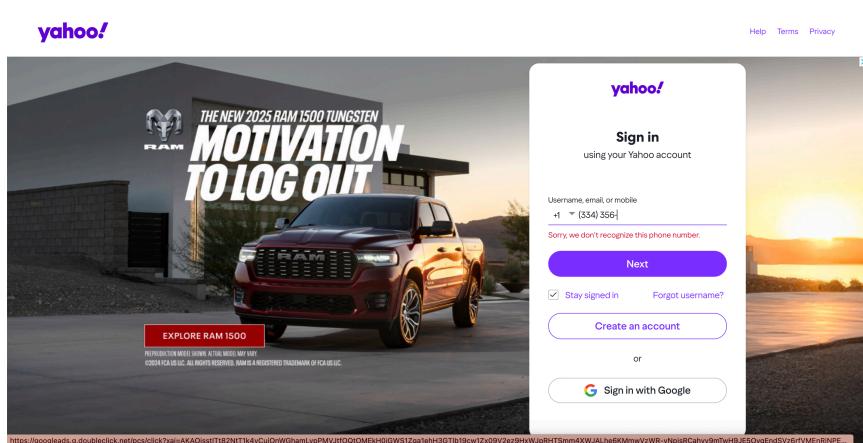
## 1. H8: Aesthetic and minimalist

1. Problem: Too many content on a page. Not minimalist at all. Different articles are in different sizes, not aesthetic
2. Solution: Make all articles in the same size except the most important one. Remove the weather and game block aside. These informations that are not related to the main function of the website can be put in other pages.
- 3.

This screenshot shows a different layout of the Yahoo homepage. It features a large image of a person taking a photo of a flag. Below it are several news snippets: "Georgia and North Carolina" (with a headline about two swing states being critical for candidates), "Voter survey reveals two bases with vastly different motivations", "Law enforcement expect threats of unrest to continue beyond Election Day", "Selena Gomez responds to body shakers, reveals new health diagnosis", "California county to pay girl \$300,000 over seizure and slaughter of her pet goat", and "Here's how to make the best sandwich of your life, according to pro chefs". There is also a "2024 Election" section with images of campaign signs for "HARRIS WALZ" and "TRUMP". The right side of the page includes a "Weather" block for Santa Clara, a "Play games for free on Yahoo" section with a "Candy Mahjongg" game, and a "LEXUS" advertisement. The overall layout is very busy and lacks a cohesive aesthetic.

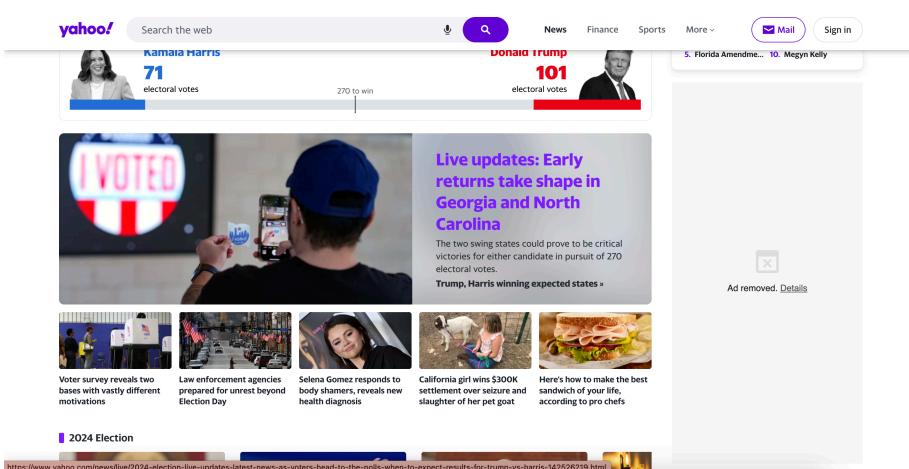
## 2. H3: User control and freedom

1. Problem: the advertisement takes up 90% of the page. If user move their mouse aside from the signing in block and accidentally click the mouse, it will transfer users to the advertisement link, which is not the user wanted.
2. Solution: make the sign in block a lot more bigger and the advertisement smaller on the side or at the bottom of the page.



## 3. H10: Help and documentation

1. Problem: there are no help or tutorial showing how to use the website
2. Solution: make a tutorial first if detected that this is the first time the user use the website. The tutorial can be some arrows pointing to different button and blocks and explain the functions of them using few and simple words.



Website: Pacific Northwest X-Ray Inc.

Positive:

6. H6: Recognition rather than recall

1. Description: The search block is very obvious by border, white space, go! Button and arrow.
2. Why it's good: It offers help in context instead of giving a long tutorial how to use the website. Users will get they need to type in the block in order to search for x ray product immediately.
- 3.



Negative:

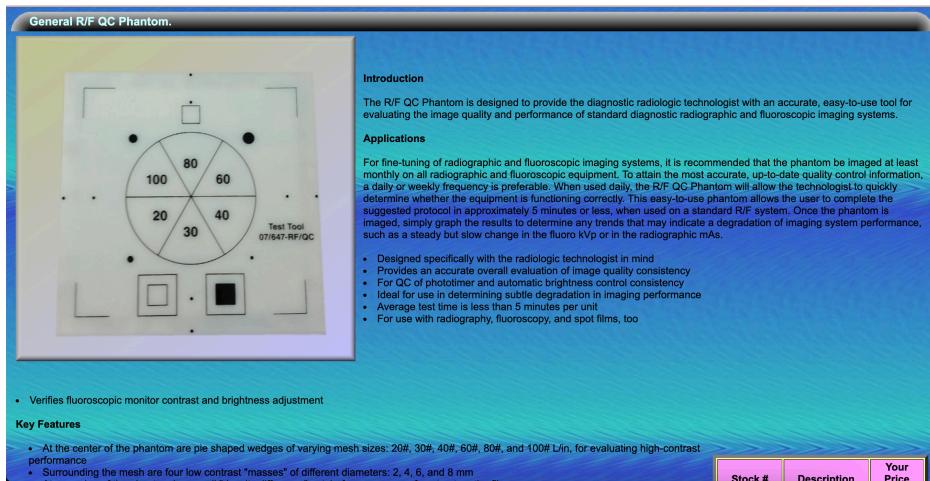
4. H1: Visibility of system status

1. Problem: when moving the mouse to their product names, there are no underline or change of colours at all. There are no feedback sending to users that they have been select the link successfully.
2. Solution: can make the color turn into purple when the mouse touch the text.
- 3.



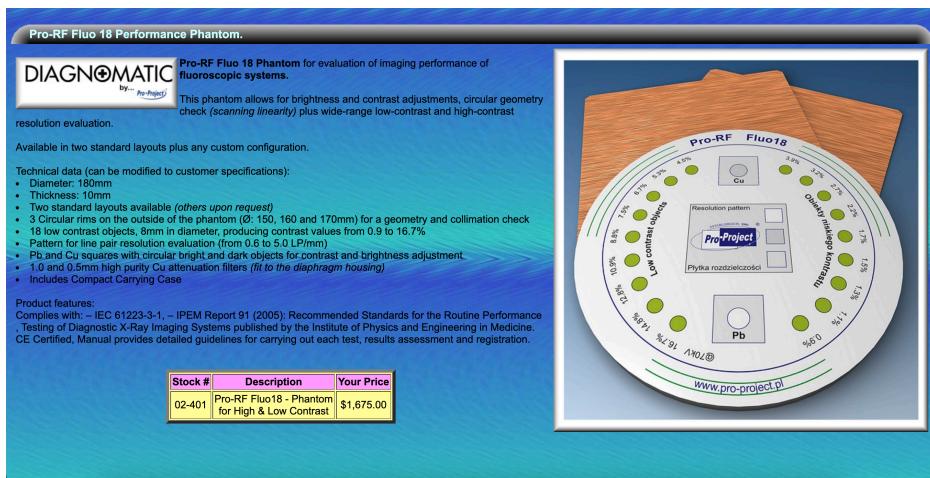
## 5. H7: Flexibility and efficiency of use

1. Problem: the background color is very similar to the text color. When user read the text, it is difficult to recognise sentences in the website lowering down the flexibility and efficiency of user experience.
2. Solution: Change the background color into a single color like blue. And change the text into a higher contrast color than blue for example yellow or white.
- 3.



## 6. H8: Aesthetic and minimalist design

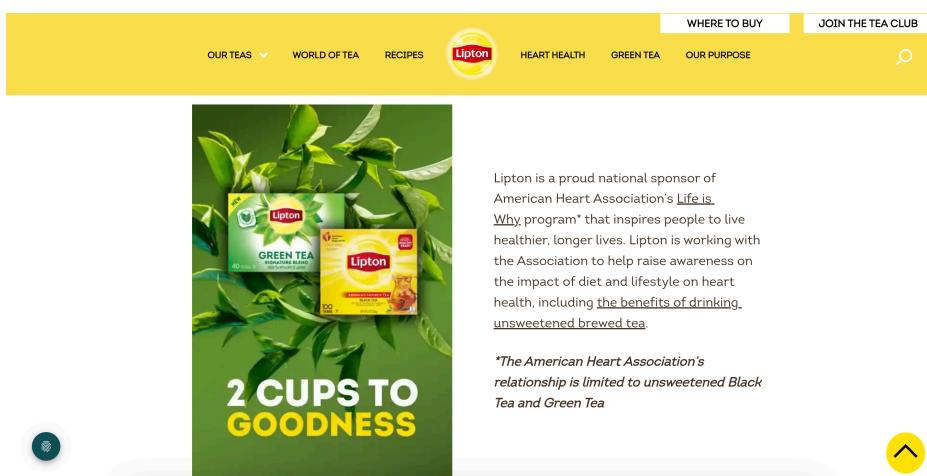
1. Problem: No padding. The picture and the text are too right and too left. Not leaving empty spaces makes the website looks bad.
2. Solution: Add flex and padding for right, left, up and the bottom.



Website: Lipton

#### 7.H8: Aesthetic and minimalist

1. Description: The color green and yellow match well. The interface design have clear boxes in headers and main which makes blocks of content clearly. The text have underline and italic for different information.
2. Why it's good: The color scheme makes the website aesthetically pleasing and looks professional. The different text styles and boxes makes the users easily understand different content.
- 3.



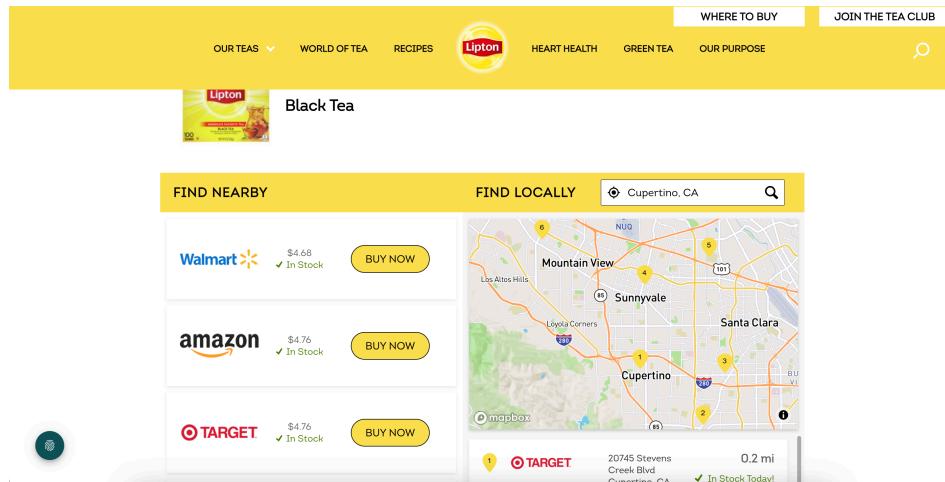
#### 8. H4: Consistency and Standards

1. Description: Like most of the website, Lipton have a huge poster that takes up most of the screen. It also have headers of important content categories on the top and their logo in the right middle of the header. Beneath the huge poster is article contents introducing this brand and their products
2. Why it's good: It aligns with brands websites like the rest of the world which they have a big poster about their product at the homepage and has description beneath the poster. It ensure users can find informations that they are looking for.
- 3.



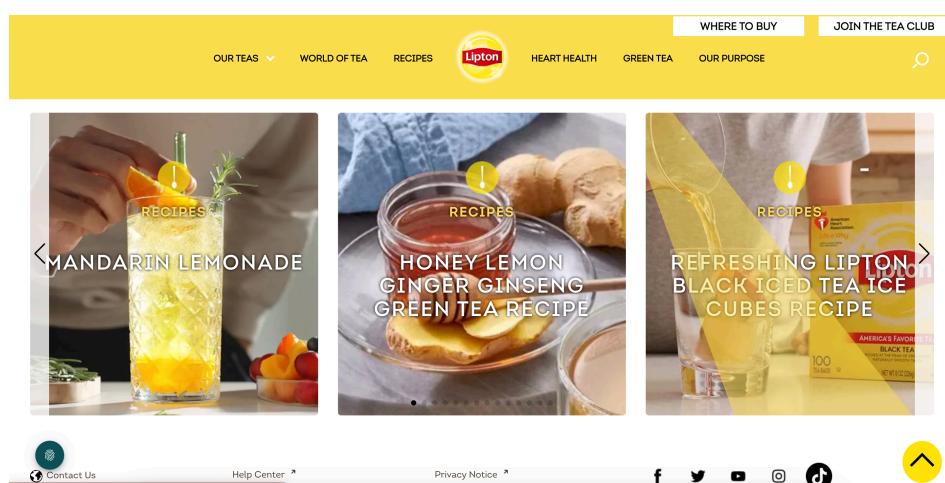
## 9. H7: Flexibility and Efficiency of Use

1. Description: After clicking "where to buy" in the header, the shopping page immediately pops up. It allows users to search for specific product they want to buy, and showing up nearby local shops immediately.
2. Why it's good: It gives a shortcut to users. Instead of users having another tab and search for where to buy a certain product, Lipton gives all the information immediately by clicking "where to buy" button. It will increase their sales by how convenient this process is.
- 3.



## 10. H1: Visibility of System Status

1. Description: when the mouse move to the recipe block, the block will pop up a low opacity yellow geometric shape.
2. Why it's good: It informs the users that they are clicking the recipe right now. And the can get more info by pressing the mouse.
- 3.



## 11. H5: Error Prevention

1. Description: the website will notify users what went wrong when registering the account using the red italic text.
2. Why it's good: It prevents users further errors in future such as register in the wrong email.

The screenshot shows a yellow header with navigation links: OUR TEAS, WORLD OF TEA, RECIPES, Lipton logo, HEART HEALTH, GREEN TEA, OUR PURPOSE, WHERE TO BUY, and JOIN THE TEA CLUB. Below the header is a search bar. The main content area has a yellow background with a dark brown sidebar on the left. A text box says "Stay up-to-date with all the latest news and offers from Lipton® and the wonderful world of tea." Below it is a registration form with several fields highlighted in yellow and error messages in red:

- Email Address\*: wdasdcv (The format is incorrect)
- Please fill in this field First Name\*
- Please fill in this field Last Name\*
- Please fill in this field ZIP Code\*
- Please fill in this field Date of birth\* MM DD YYYY

A checkbox for privacy notice is checked, and a link to the Privacy Notice is provided. At the bottom right of the form is a small circular icon with a question mark.

Negative:

## 7. H6: Recognition Rather than Recall

1. Problem: Lost of notifications on how to use the website and prevent errors in context. Instead, the website have a FAQ page that have a long list of problems and how to solve it. It is not time efficient and inconvenient for users since they have to jump from pages to pages frequently and have to read long lines of text.
2. Solution: the solutions to each FAQ should be shown as a small button at the place where the problem usually occurs. Users can click the button so the solution will unfold so that users can get guidelines immediately.

The screenshot shows a yellow header with the same navigation links as the previous image. Below the header is a search bar. The main content area features a "CAN YOU SEND ME SOME SAMPLES AND COUPONS?" section with a dropdown arrow. Underneath are several other questions with dropdown arrows:

- HOW LONG CAN I KEEP LIPTON TEAS?
- I RECENTLY HAD A DELICIOUS HOT LIPTON TEA IN A RESTAURANT AND WAS UNABLE TO FIND IT IN MY LOCAL STORES. IS THERE ANY WAY I CAN ORDER THESE SPECIAL TEAS?
- I HAVE HEARD THAT GREEN TEA CONTAINS NO CAFFEINE, IS THAT TRUE?
- CAN I REUSE MY TEA BAGS?
- IS LIPTON TEA KOSHER?
- WHAT IS THE BEST WAY TO BREW EACH OF YOUR TEAS?
- HOW MUCH TEA DO I HAVE TO DRINK TO GET THE FULL ANTIOXIDANT BENEFITS?

At the bottom right is a yellow "Chat" button with a speech bubble icon.

## 8. H8: Aesthetic and minimalist

1. Problem: The Where To Buy and Join The Tea Club button is in a very awkward place. It is inside the header but not align with any other Navs. It does not have any margin between the edge of the website, and it also breaks the padding of other nav in the header.
2. Solution: to emphasise this two buttons but not make it not aesthetically pleasing the same time, we can move the two buttons on the big poster in the homepage or beneath the poster.

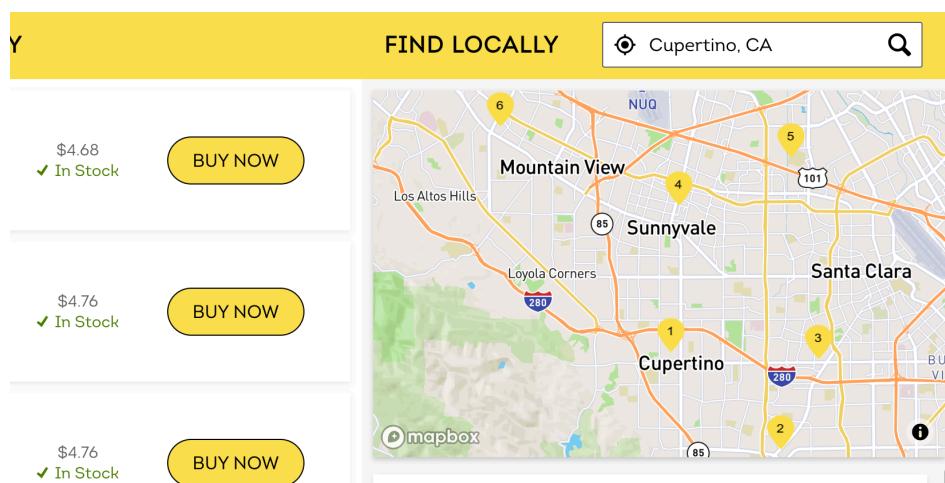


## 9. H1:

Visibility

### of System Status

1. Problem: It is a good idea to include maps when users are searching for nearby stores around to buy Lipton's product, but the map did not show where the user is right now. It gives confusions to the users cause they cannot identify which store is nearer through the map.
2. Solution: keep track of where is the user and use a symbol to show it on the map.



Website: 007 Museum

Positive:

12. H7: Flexibility and Efficiency of Use

1. Description: There are many links in the website so that when users do not understand a concept, they can click the blue text and view more about the information they are interested in.
2. Why it's good: It accelerates the process of user experience. Instead of letting users jump between website to website, this is more convenient for users.



**James Bond Gunnar Schäfer Per Hallberg** in Borgholm

7/7-2018 British Car Meet



[James Bond 007 Museum, located in Nybro Sweden.](#)

Ölanningen Per Hallberg receive Solliden Prize from the King. Hallberg is the man behind the sound of several major films and has received three Oscars for sound to film Skyfall,



Negative:

10. H1: Visibility of System Status

1. Problem: when the mouse move on navigation and links, the text are not underline, change to a different color, or change text style. Users will be confused in their system status while using the website.
2. Solution: add function of detecting the mouse if it move on top of a nav or link. After detected the mouse have move to the text, underline the text.



**GOLDENEYE 007 WII**  
James Bond: Bloodstone, British agent 007 James Bond from Bizarre Creations, with Daniel Craig and Judi Dench.



[https://www.007museum.com/GoldenEye\\_007\\_Reloaded.htm](https://www.007museum.com/GoldenEye_007_Reloaded.htm)



**Xbox 360:**  
Quantum of Solace and Casino Royale

[https://www.007museum.com/Quantum\\_of\\_Solace\\_game.htm](https://www.007museum.com/Quantum_of_Solace_game.htm)

**Gamecube Nightfire**



## 11. H5: Error Prevention

1. Problem: There are only one page for the website. This means users need to scroll a really long time in order to find information they want. Also, the website requires users to scroll horizontally. These brings inconvenience to the users, which the complex process allows users to make more mistakes.
2. Solution: Make images and text smaller so that the user do not need to scroll horizontally. Also, organise and classify contents to make different pages.

Xbox 360 James Bond game included Casino Royale and Quantum of Solace

**Tjejer till med after work AW**

FACIT: Hitta 10 James Bond-filmer QUIZ: Hitta 10 James Bond-filmer  
New Bondgirl dresses from James Bond girl Vesper Lynd (Eva Green), Léa Seydoux, Madeleine Swann, Barbara Bach (Anya Amasova), Caterina Murino (Solange)

JAMES BOND 007 MUSEUM

## 12. H8: Aesthetic and Minimalist Design

1. Problem: There are no focus and design for the interface. Sometimes the content are in the centre, sometimes the content are at the right side. Also, the font, text colours are different. It is not aesthetic and minimalist at all.
2. Solution: make all content centre, in the same font and same color. Make important content bigger and less important ones smaller.

GPS COORDINATES  
NS 44.419 • EO 15.52.462

NYBRO • SWEDEN

James Bond 007 Museum Nybro Sweden Media/Press James Bond Theme

Booking sms/text 0734477007, or mejl 007museum@telia.com

James Bond Museum, Open -31/12. Closed /Stängt 23 november

Booking ticket NORTIC

I veckan har det pratats en hel del om vem som ska bli nästa James Bond.  
Gunnar Schäfer som driver 007 Museum i Nybro och som har beskrivits som  
Sveriges egen James Bond, medverkar i TV 4 Efter Fem. 007 Museum i Glasriket

Vilda spekulationer kring vem som blir... Watch later Share

007 Museum i Glasriket Copy link